

DGM 101: Introduction to Digital Marketing

In Introduction to Digital Marketing, students gain an understanding of Web Analytics, Search Engine Optimization (SEO), Email Marketing, AdWords and paid searches, Content Marketing, Mobile Marketing, Social Media Marketing, and Storytelling. These skills enable students to make informed decisions, strategize online marketing efforts, and gain a deeper understanding of the possibilities for digital technologies to transform marketing execution. Required for DGM major.

Credits: Credits 3

Semester Offered:

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Offered fall semester.